



A RESEARCH REPORT BY BOOKNET CANADA

BNC RESEARCH

6.2019

May SalesData
Market Report



CONFIDENTIAL TO BNC SALES DATA SUBSCRIBERS
© BOOKNET CANADA 2019

Table of Contents

<u>Introduction</u>	<u>3</u>
<u>Report Data</u>	<u>3</u>
<u>Report Weeks</u>	<u>3</u>
<u>All Market</u>	<u>4</u>
<u>Ring Fence Market</u>	<u>5</u>
<u>Fiction: All Market</u>	<u>6</u>
<u>Fiction: Ring Fence Market</u>	<u>7</u>
<u>Non-Fiction: All Market</u>	<u>8</u>
<u>Non-Fiction: Ring Fence Market</u>	<u>9</u>
<u>Juvenile: All Market</u>	<u>10</u>
<u>Juvenile: Ring Fence Market</u>	<u>11</u>
<u>Juvenile Fiction: All Market</u>	<u>12</u>
<u>Juvenile Fiction: Ring Fence Market</u>	<u>13</u>
<u>Juvenile Non-Fiction: All Market</u>	<u>14</u>
<u>Juvenile Non-Fiction: Ring Fence Market</u>	<u>15</u>
<u>Young Adult: All Market</u>	<u>16</u>
<u>Young Adult: Ring Fence Market</u>	<u>17</u>
<u>Young Adult Fiction: All Market</u>	<u>18</u>
<u>Young Adult Fiction: Ring Fence Market</u>	<u>19</u>
<u>Young Adult Non-Fiction: All Market</u>	<u>20</u>
<u>Young Adult Non-Fiction: Ring Fence Market</u>	<u>21</u>
<u>Year-to-Date Comparison: Volume</u>	<u>22</u>
<u>Year-to-Date Comparison: Value</u>	<u>23</u>
<u>Week Numbers: 2019</u>	<u>24</u>

Introduction

The purpose of this SalesData market report is to give you easy insight into how the marketplace performed in the previous month, and how it performed in that same month for the past two years. Combining the information present here with data specific to your own organization can highlight any correlation or special relationships your data have with the marketplace.

Report Data

This report compares the volume and value of all books sold in the marketplace for the month of May in the years 2017 to 2019. Also included in this report is a Year-to-Date overview of all books sold (volume and value) in the marketplace in this year and last year. Volume sold refers to the number of units sold for recorded titles. Value sold is calculated using the list prices multiplied by the number of units sold for each recorded title. Subjects included are Fiction, Non-Fiction, Juvenile, Juvenile Fiction, Juvenile Non-Fiction, Young Adult, Young Adult Fiction, and Young Adult Non-Fiction.

The marketplace data is divided into:

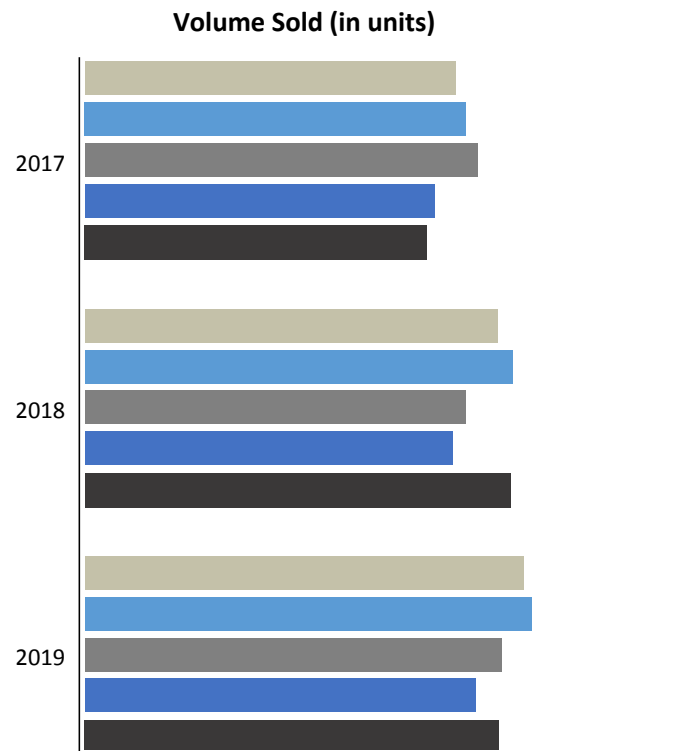
- All Market: data from all retailers who currently provide us with their sales data.
- Ring Fence: new retailers are added to BNC SalesData every year, resulting in increasing overall sales figures for older titles. In order to eliminate this skew, we created a “ring fence” around a core group of retailers. We use the data gathered from within this ring fence to show year-over-year sales from a constant set of retailers, reconfigured in January 2018 to better represent the

Report Weeks

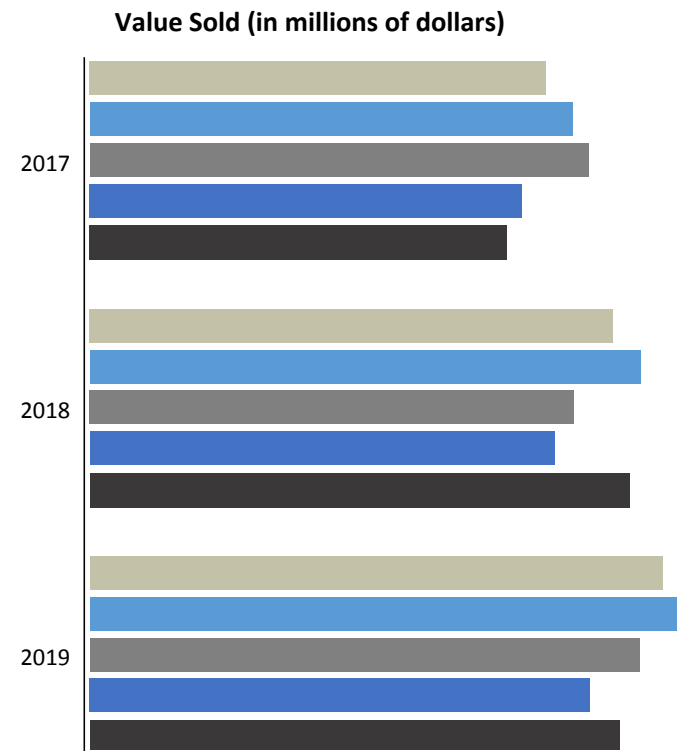
The way we determine how weeks fall into months in SalesData is based on the ISO standard for determining how weeks fall into years. The same number of weeks is compared for each year, even if the time period for a selected month may also include a few days’ worth of data from the previous month or the following month. See the end of the report for week numbers in 2019.

The specific week-ending dates used in this month’s report are as follows:

	2017	2018	2019
Week 18	2017-04-30	2018-05-06	2019-05-05
Week 19	2017-05-07	2018-05-13	2019-05-12
Week 20	2017-05-14	2018-05-20	2019-05-19
Week 21	2017-05-21	2018-05-27	2019-05-26
Week 22	2017-05-28	2018-06-03	2019-06-02

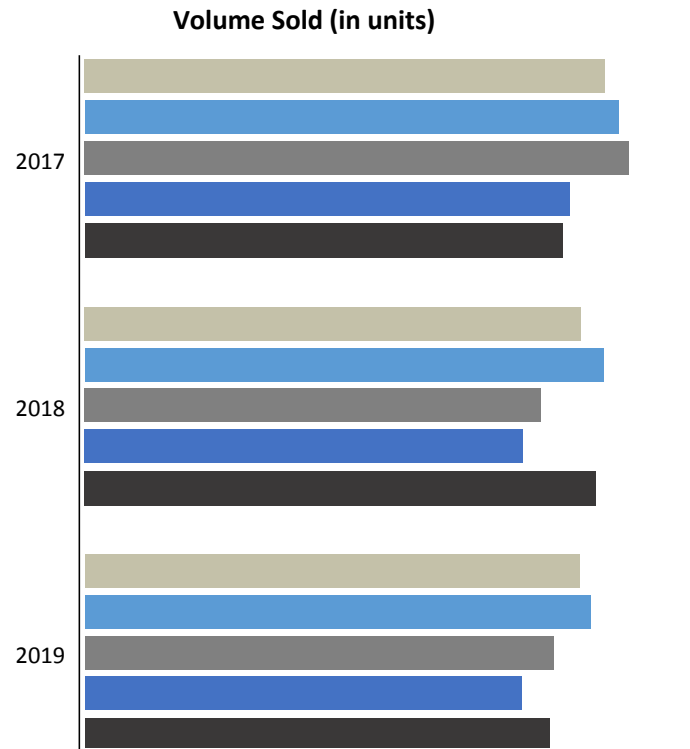
ALL MARKET

		2017	2018	2019
	Week 18	761,915	848,367	902,958
	Week 19	783,914	879,126	919,250
	Week 20	807,983	783,372	856,908
	Week 21	719,184	756,409	804,406
	Week 22	704,115	875,967	851,769
	Total	3,777,111	4,143,241	4,335,291

ALL MARKET

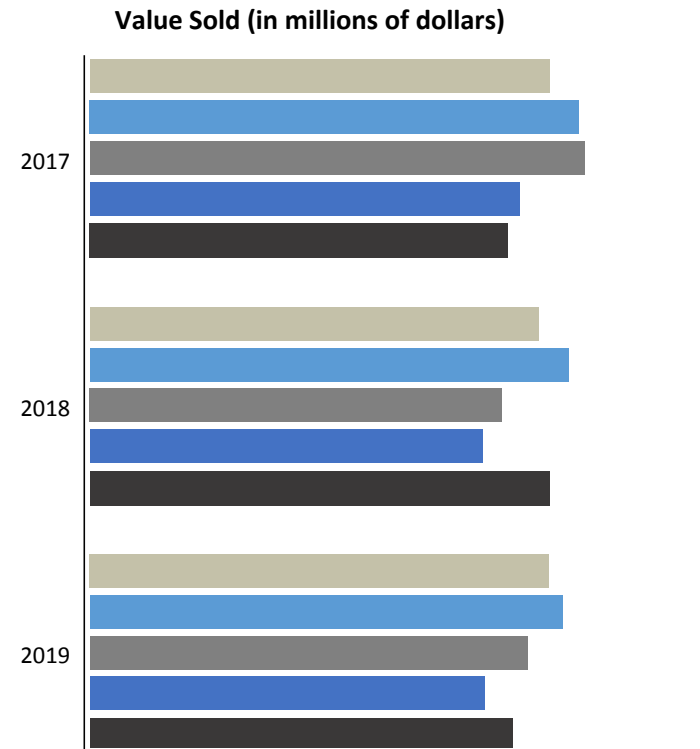
		2017	2018	2019
	Week 18	\$15,020,750	\$17,222,375	\$18,845,363
	Week 19	\$15,886,738	\$18,131,484	\$19,316,310
	Week 20	\$16,423,451	\$15,935,452	\$18,102,507
	Week 21	\$14,232,483	\$15,287,664	\$16,464,606
	Week 22	\$13,727,502	\$17,763,131	\$17,439,859
	Total	\$75,290,925	\$84,340,106	\$90,168,646

RING FENCE MARKET

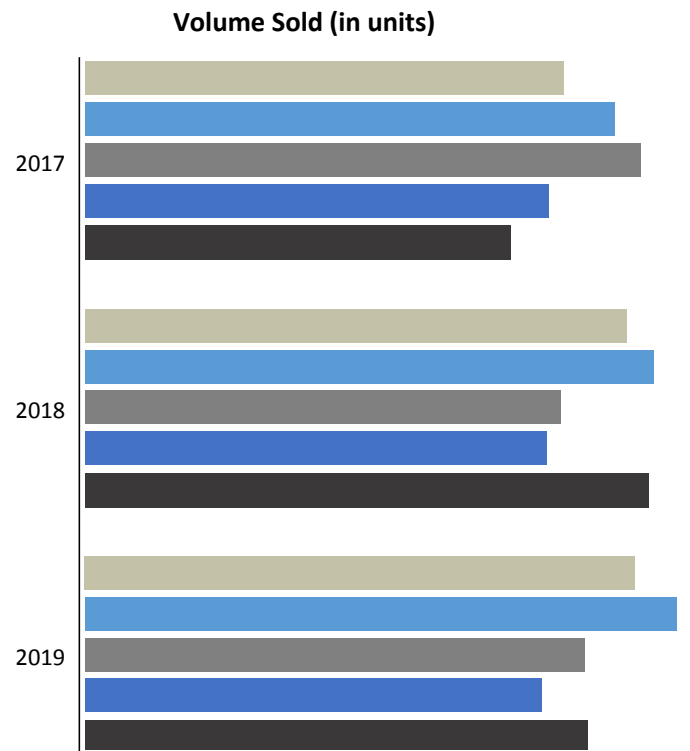


		2017	2018	2019
	Week 18	770,567	734,818	732,194
	Week 19	790,977	768,179	748,580
	Week 20	806,219	675,528	693,797
	Week 21	718,165	648,900	647,070
	Week 22	707,516	757,274	688,625
	Total	3,793,444	3,584,699	3,510,266

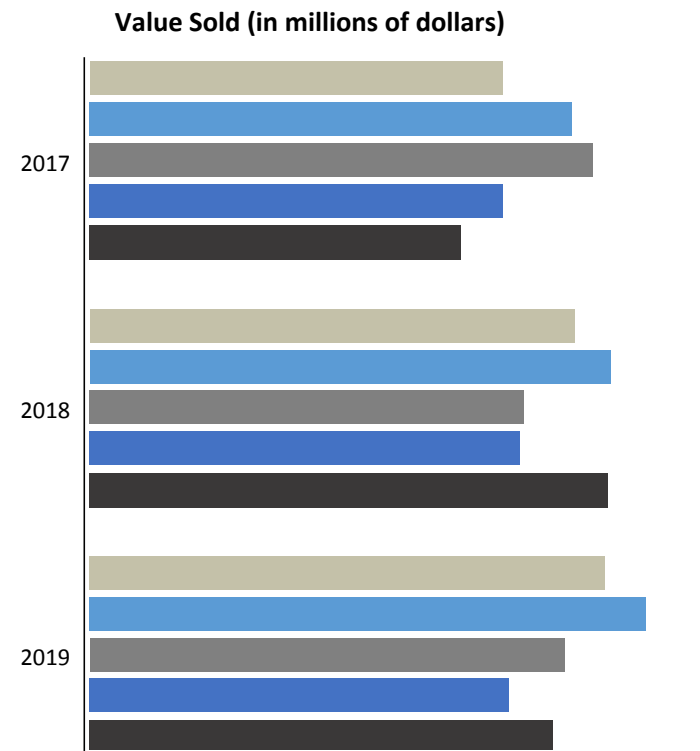
RING FENCE MARKET



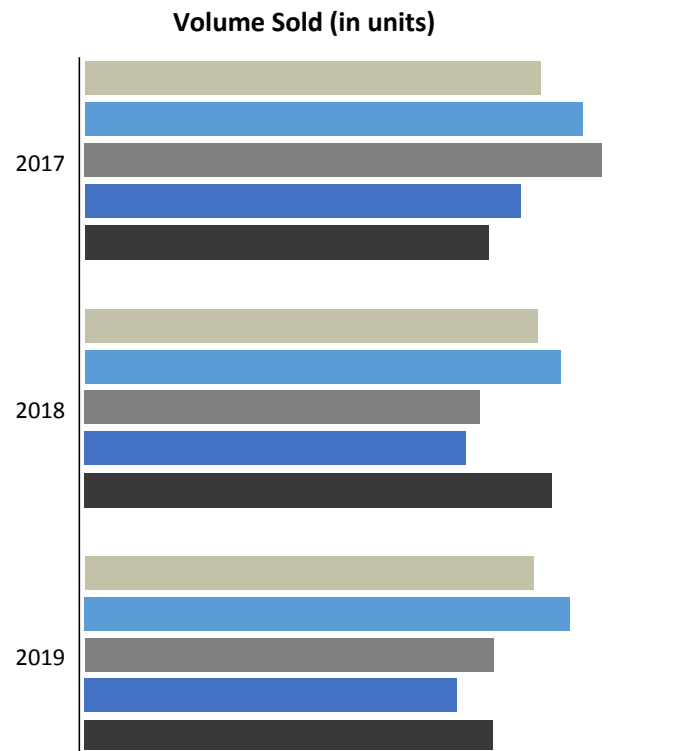
		2017	2018	2019
	Week 18	\$15,128,795	\$14,761,334	\$15,117,695
	Week 19	\$16,097,862	\$15,753,912	\$15,557,545
	Week 20	\$16,282,148	\$13,571,570	\$14,401,059
	Week 21	\$14,154,306	\$12,927,963	\$12,995,047
	Week 22	\$13,771,486	\$15,140,956	\$13,906,241
	Total	\$75,434,597	\$72,155,734	\$71,977,587

FICTION: ALL MARKET

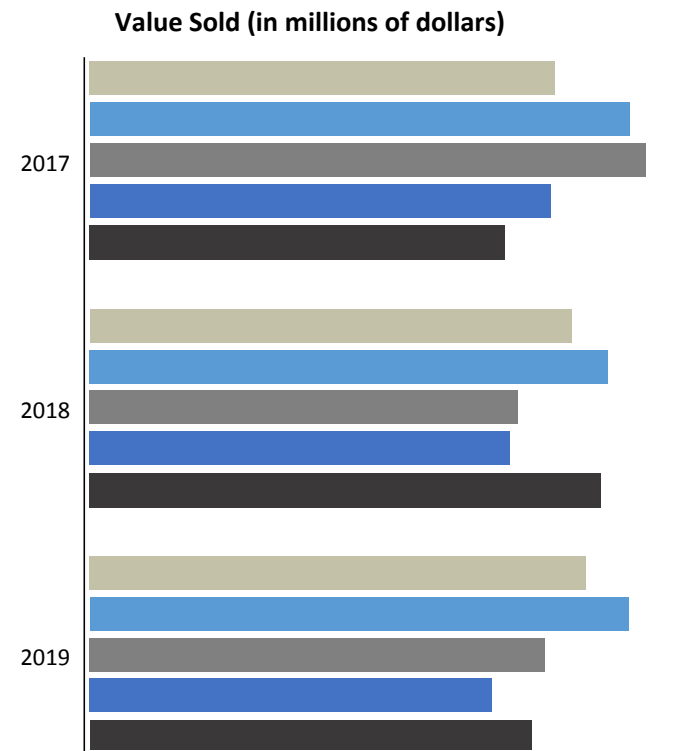
		2017	2018	2019
	Week 18	216,571	245,152	248,960
	Week 19	239,661	257,295	267,873
	Week 20	251,361	215,333	226,168
	Week 21	209,912	209,084	206,653
	Week 22	192,555	255,003	227,554
	Total	1,110,060	1,181,867	1,177,208

FICTION: ALL MARKET

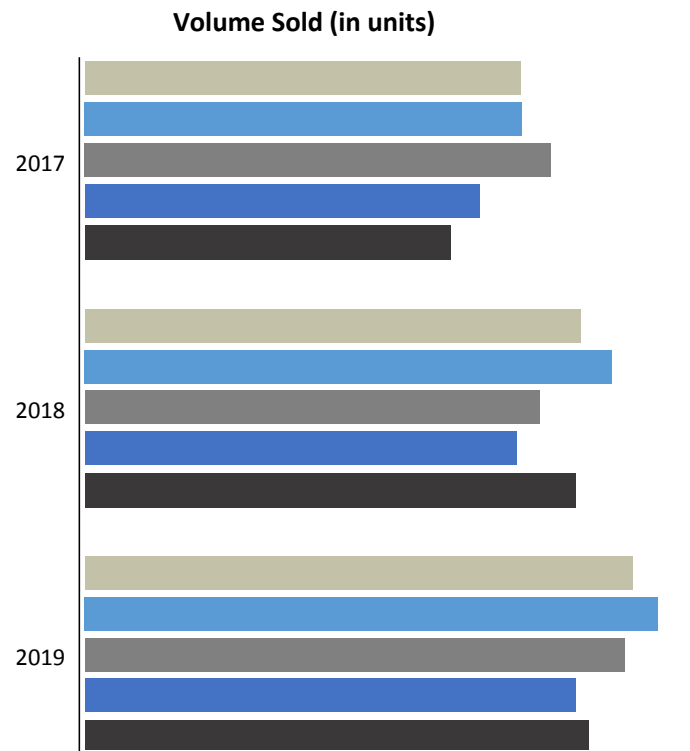
		2017	2018	2019
	Week 18	\$4,074,615	\$4,787,827	\$5,086,837
	Week 19	\$4,761,146	\$5,139,792	\$5,493,457
	Week 20	\$4,970,421	\$4,288,092	\$4,686,075
	Week 21	\$4,081,786	\$4,248,094	\$4,137,957
	Week 22	\$3,666,170	\$5,117,931	\$4,575,396
	Total	\$21,554,139	\$23,581,735	\$23,979,722

FICTION: RING FENCE MARKET

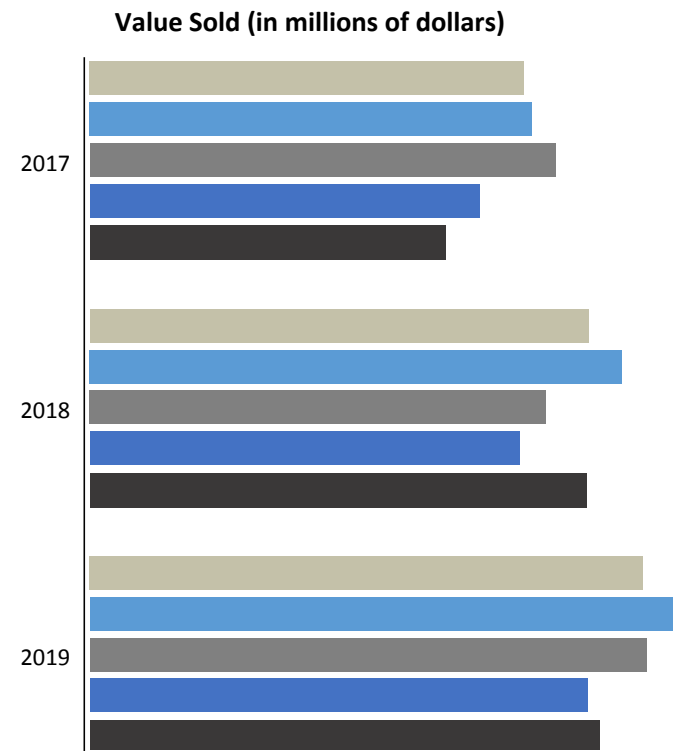
		2017	2018	2019
	Week 18	224,823	223,339	221,396
	Week 19	245,874	234,739	239,494
	Week 20	255,411	195,046	201,861
	Week 21	215,266	188,138	183,689
	Week 22	199,130	230,702	201,524
	Total	1,140,504	1,071,964	1,047,964

FICTION: RING FENCE MARKET

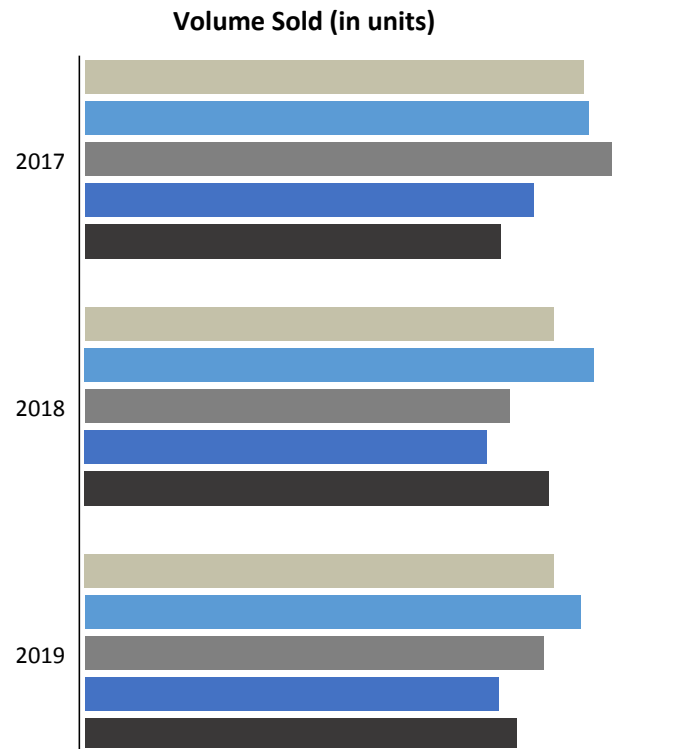
		2017	2018	2019
	Week 18	\$4,212,657	\$4,358,564	\$4,491,511
	Week 19	\$4,883,759	\$4,689,160	\$4,876,651
	Week 20	\$5,029,626	\$3,876,970	\$4,121,923
	Week 21	\$4,170,184	\$3,802,607	\$3,642,306
	Week 22	\$3,760,157	\$4,627,528	\$3,999,935
	Total	\$22,056,382	\$21,354,830	\$21,132,325

NON-FICTION: ALL MARKET

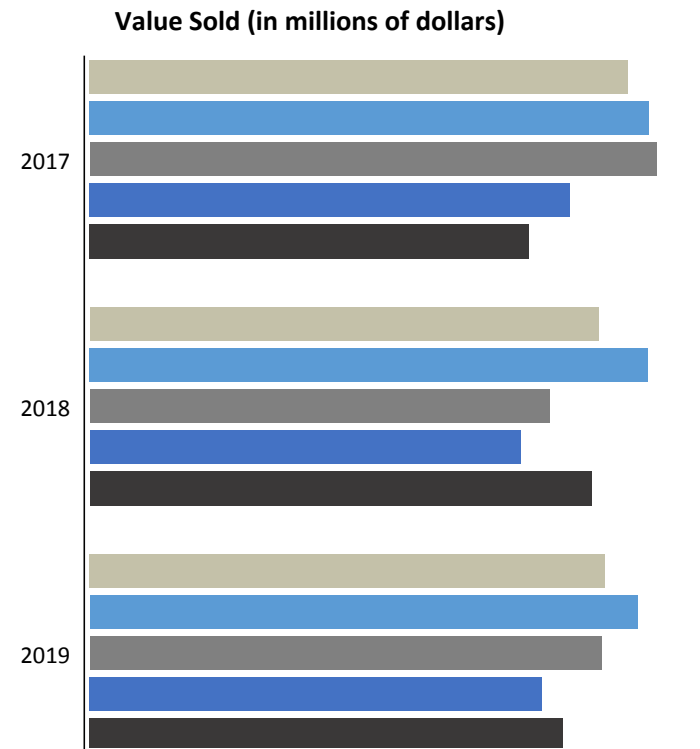
		2017	2018	2019
	Week 18	250,847	285,627	315,282
	Week 19	251,755	303,730	330,152
	Week 20	268,496	262,070	310,912
	Week 21	227,130	248,812	282,435
	Week 22	210,623	282,582	290,124
	Total	1,208,851	1,382,821	1,528,905

NON-FICTION: ALL MARKET

		2017	2018	2019
	Week 18	\$6,787,626	\$7,793,682	\$8,650,410
	Week 19	\$6,913,612	\$8,324,296	\$9,111,960
	Week 20	\$7,278,355	\$7,132,903	\$8,702,053
	Week 21	\$6,094,447	\$6,720,193	\$7,782,963
	Week 22	\$5,561,819	\$7,768,523	\$7,971,728
	Total	\$32,635,860	\$37,739,597	\$42,219,114

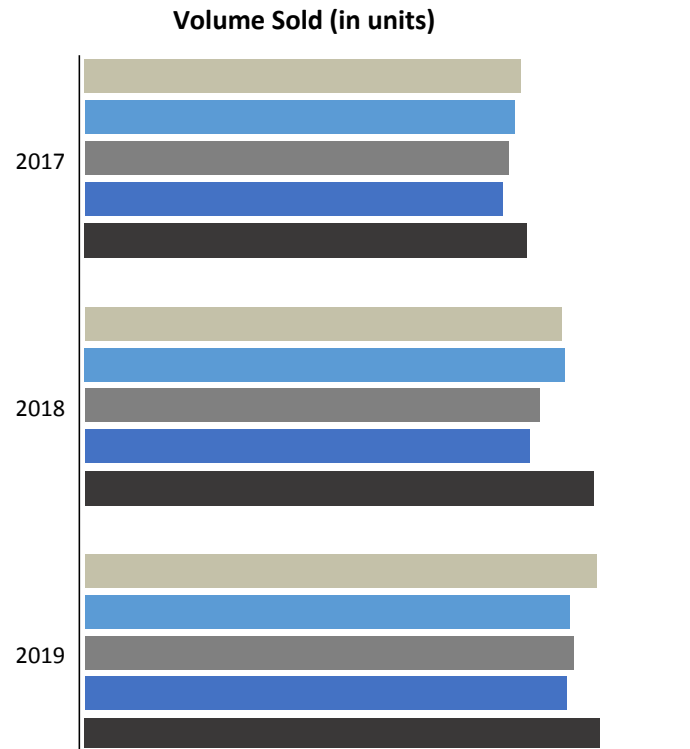
NON-FICTION: RING FENCE MARKET

		2017	2018	2019
	Week 18	246,182	231,485	231,691
	Week 19	248,764	251,427	244,825
	Week 20	259,876	209,785	226,390
	Week 21	221,400	198,613	204,353
	Week 22	205,335	229,119	213,053
	Total	1,181,557	1,120,429	1,120,312

NON-FICTION: RING FENCE MARKET

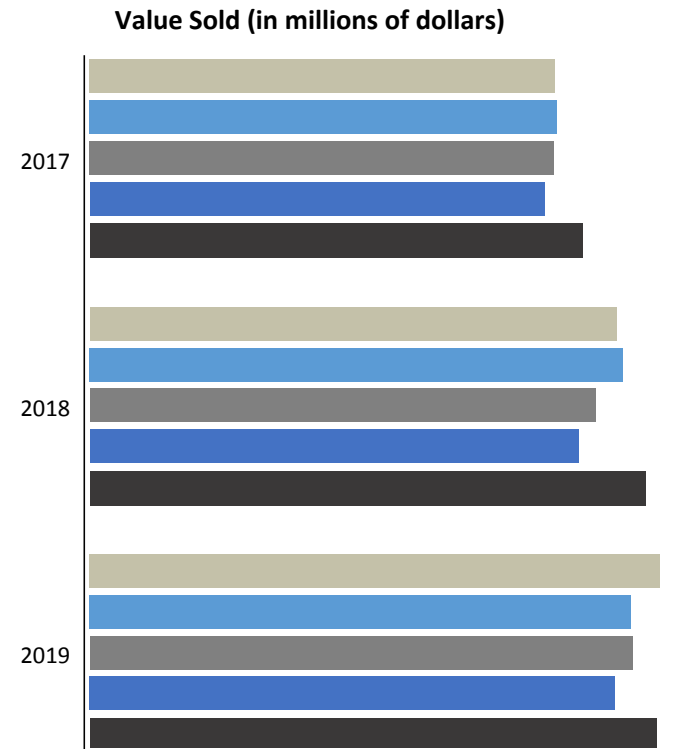
		2017	2018	2019
	Week 18	\$6,645,043	\$6,278,076	\$6,358,390
	Week 19	\$6,901,548	\$6,891,751	\$6,764,513
	Week 20	\$6,996,893	\$5,671,646	\$6,315,292
	Week 21	\$5,927,805	\$5,314,080	\$5,581,439
	Week 22	\$5,419,732	\$6,192,363	\$5,840,360
	Total	\$31,891,020	\$30,347,917	\$30,859,994

JUVENILE: ALL MARKET

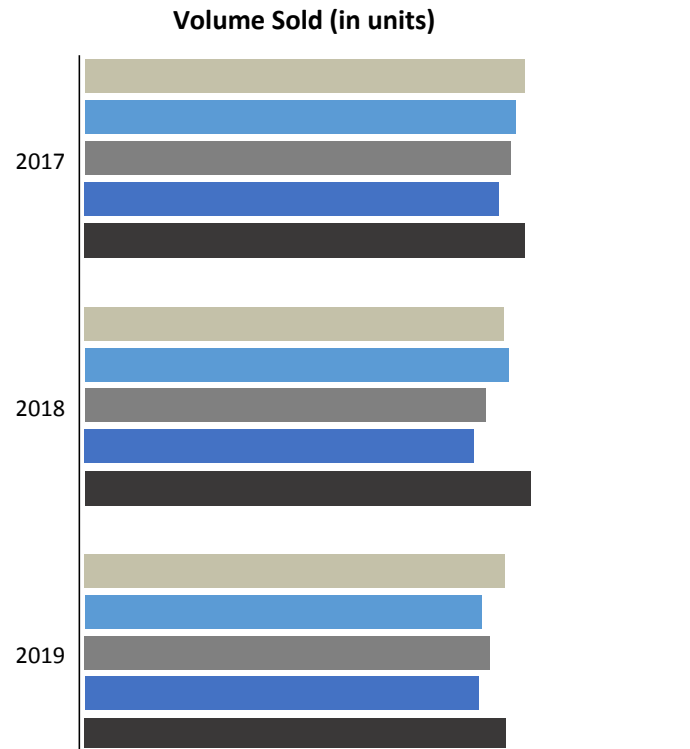


		2017	2018	2019
	Week 18	251,215	274,641	294,935
	Week 19	247,642	276,546	279,020
	Week 20	244,084	262,021	281,594
	Week 21	240,494	256,281	277,470
	Week 22	254,702	292,909	296,676
	Total	1,238,137	1,362,398	1,429,695

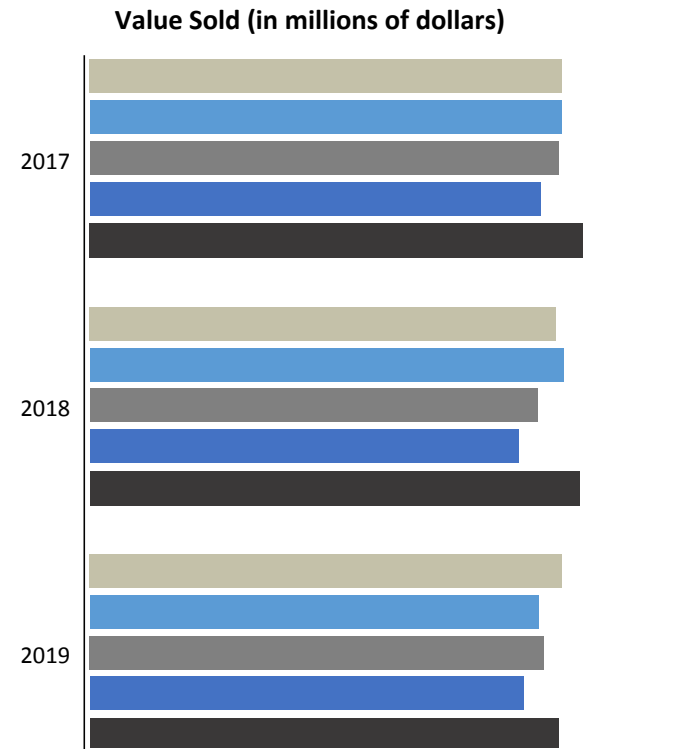
JUVENILE: ALL MARKET



		2017	2018	2019
	Week 18	\$3,446,110	\$3,901,295	\$4,223,602
	Week 19	\$3,460,196	\$3,948,626	\$4,007,640
	Week 20	\$3,439,206	\$3,746,162	\$4,017,698
	Week 21	\$3,366,487	\$3,618,993	\$3,891,037
	Week 22	\$3,647,898	\$4,116,217	\$4,197,587
	Total	\$17,359,898	\$19,331,292	\$20,337,563

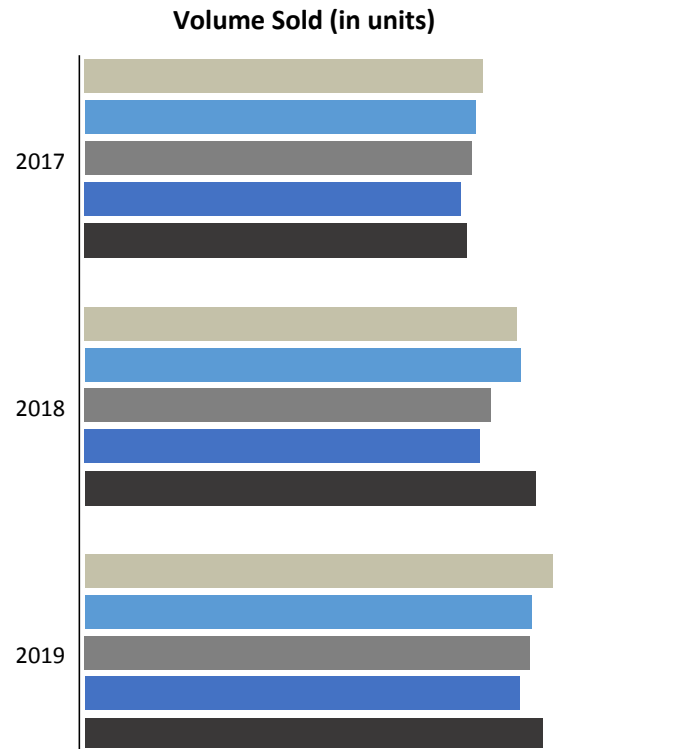
JUVENILE: RING FENCE MARKET

		2017	2018	2019
	Week 18	253,107	241,446	241,982
	Week 19	248,262	244,231	228,593
	Week 20	245,199	230,628	233,433
	Week 21	238,561	224,137	226,944
	Week 22	253,548	256,583	242,534
	Total	1,238,677	1,197,025	1,173,486

JUVENILE: RING FENCE MARKET

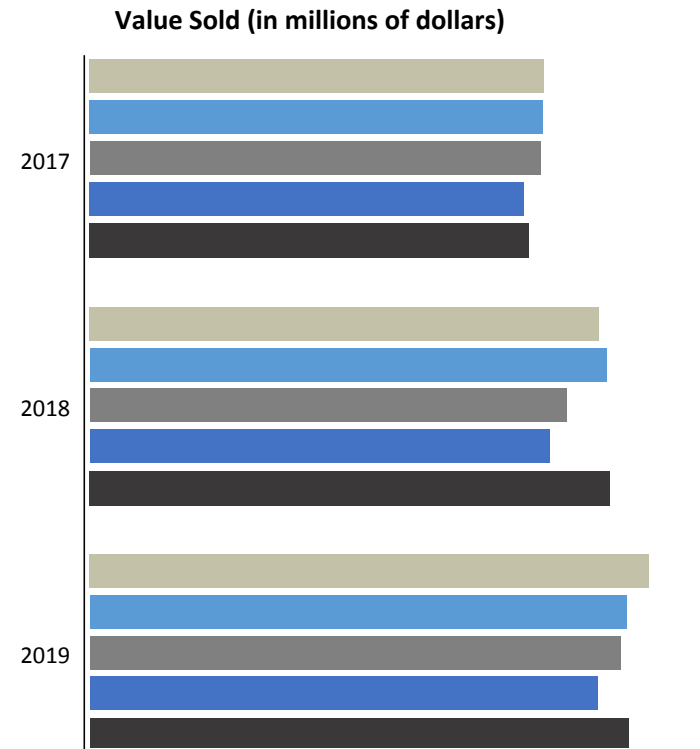
		2017	2018	2019
	Week 18	\$3,497,190	\$3,452,637	\$3,496,256
	Week 19	\$3,493,504	\$3,508,325	\$3,321,740
	Week 20	\$3,469,493	\$3,314,064	\$3,362,735
	Week 21	\$3,337,270	\$3,174,240	\$3,212,350
	Week 22	\$3,652,771	\$3,625,333	\$3,473,117
	Total	\$17,450,229	\$17,074,598	\$16,866,198

JUVENILE FICTION: ALL MARKET



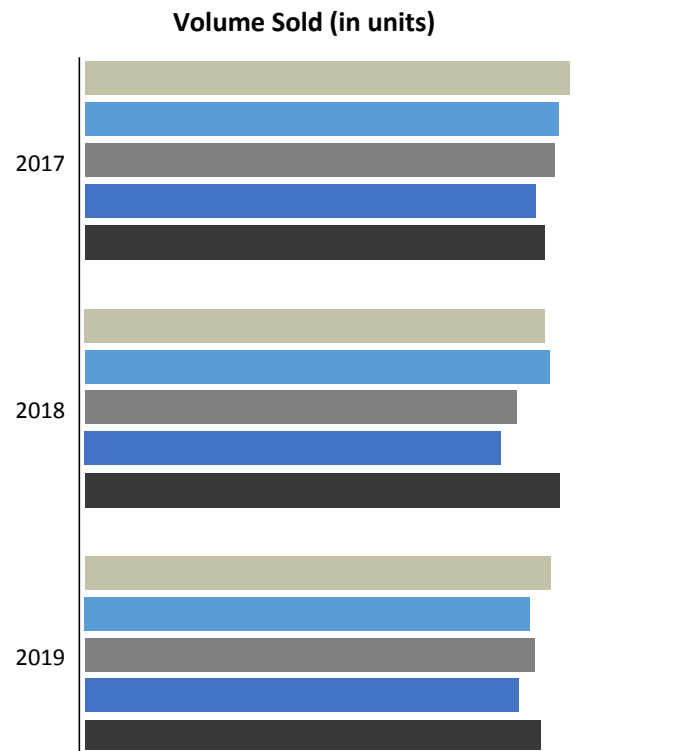
		2017	2018	2019
	Week 18	196,655	213,392	230,922
	Week 19	192,866	214,957	220,595
	Week 20	190,801	200,484	219,743
	Week 21	185,789	195,106	214,523
	Week 22	188,739	222,603	225,944
	Total	954,850	1,046,542	1,111,727

JUVENILE FICTION: ALL MARKET



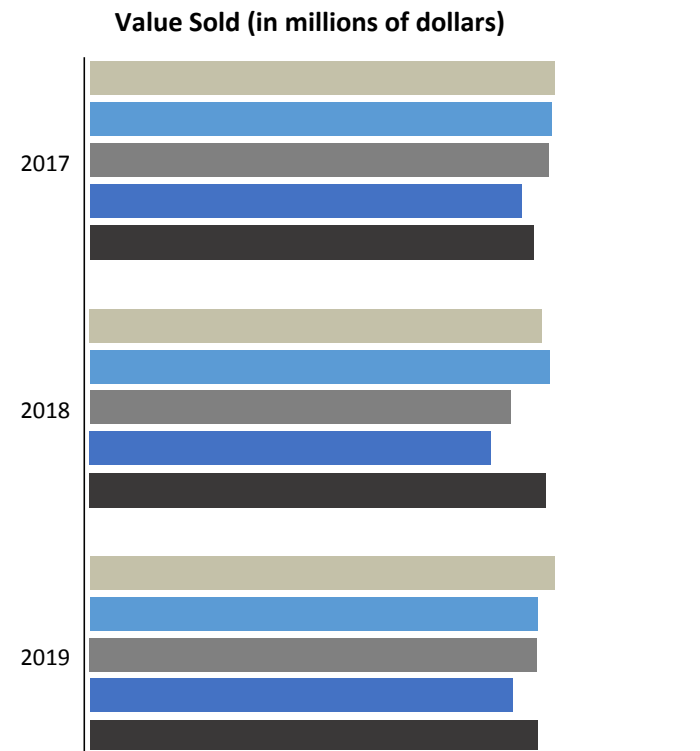
		2017	2018	2019
	Week 18	\$2,617,548	\$2,933,270	\$3,220,904
	Week 19	\$2,611,364	\$2,977,440	\$3,090,892
	Week 20	\$2,595,676	\$2,747,435	\$3,058,179
	Week 21	\$2,501,853	\$2,646,394	\$2,924,094
	Week 22	\$2,529,798	\$2,997,393	\$3,103,029
	Total	\$12,856,238	\$14,301,931	\$15,397,098

JUVENILE FICTION: RING FENCE MARKET



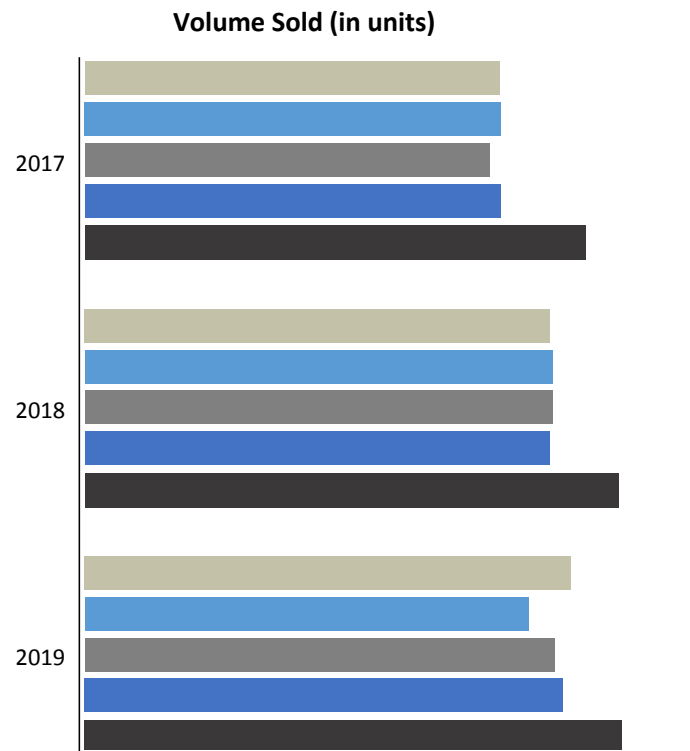
		2017	2018	2019
	Week 18	199,465	189,342	191,736
	Week 19	194,887	191,136	183,203
	Week 20	193,176	177,508	185,130
	Week 21	185,384	171,285	178,535
	Week 22	189,234	195,283	187,415
	Total	962,146	924,554	926,019

JUVENILE FICTION: RING FENCE MARKET



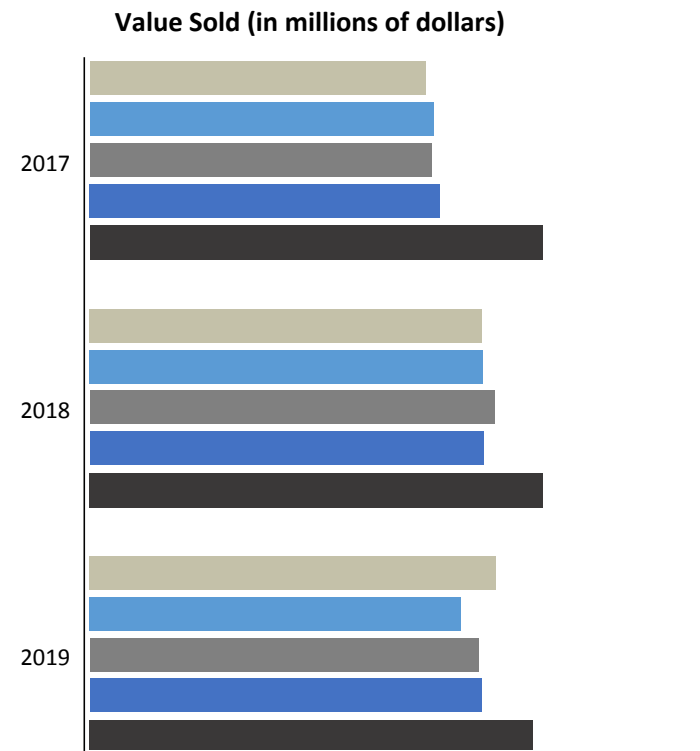
		2017	2018	2019
	Week 18	\$2,677,690	\$2,604,978	\$2,675,342
	Week 19	\$2,659,749	\$2,648,829	\$2,578,088
	Week 20	\$2,641,650	\$2,423,833	\$2,576,958
	Week 21	\$2,487,788	\$2,311,149	\$2,436,442
	Week 22	\$2,556,333	\$2,627,626	\$2,580,719
	Total	\$13,023,210	\$12,616,416	\$12,847,549

JUVENILE NON-FICTION: ALL MARKET

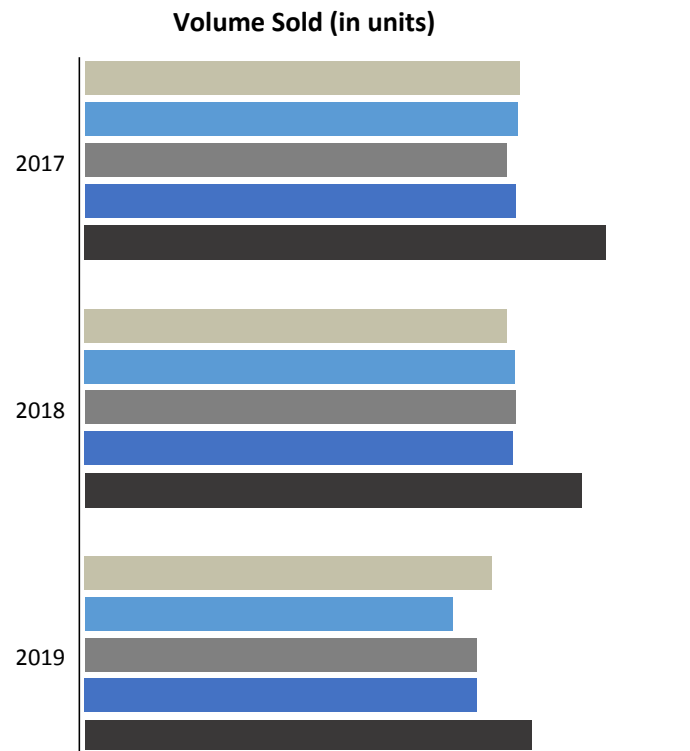


		2017	2018	2019
	Week 18	54,560	61,249	64,013
	Week 19	54,776	61,589	58,425
	Week 20	53,283	61,537	61,851
	Week 21	54,705	61,175	62,947
	Week 22	65,963	70,306	70,732
	Total	283,287	315,856	317,968

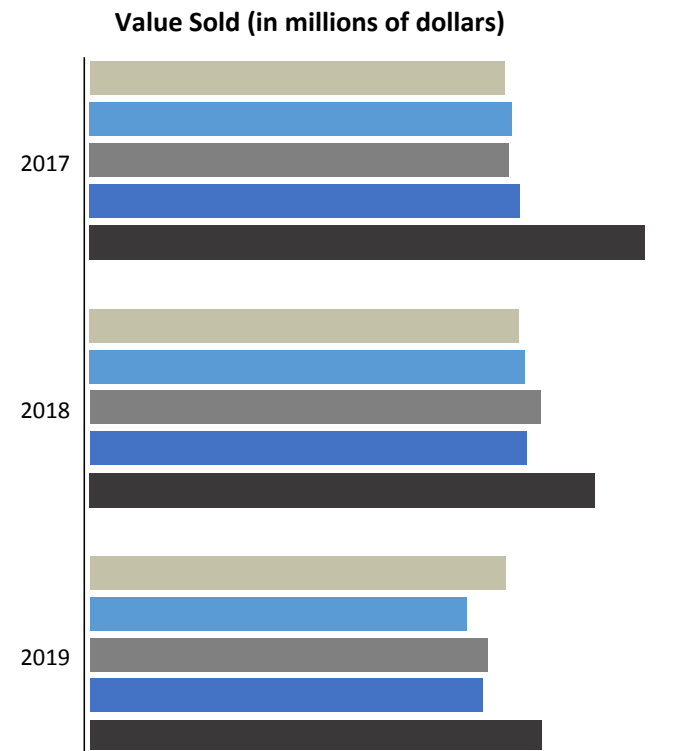
JUVENILE NON-FICTION: ALL MARKET



		2017	2018	2019
	Week 18	\$828,563	\$968,024	\$1,002,698
	Week 19	\$848,832	\$971,186	\$916,748
	Week 20	\$843,531	\$998,727	\$959,518
	Week 21	\$864,635	\$972,599	\$966,943
	Week 22	\$1,118,100	\$1,118,824	\$1,094,558
	Total	\$4,503,660	\$5,029,361	\$4,940,465

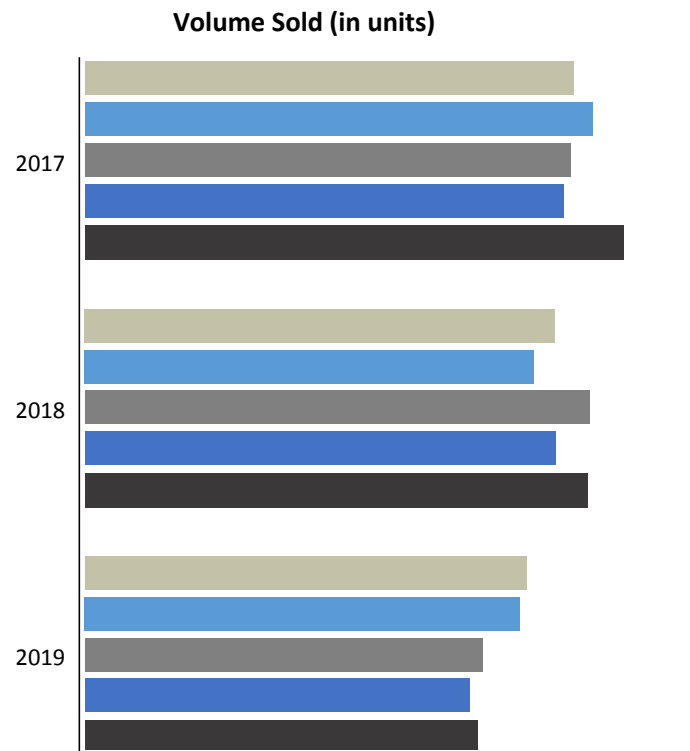
JUVENILE NON-FICTION: RING FENCE MARKET

		2017	2018	2019
	Week 18	53,642	52,104	50,246
	Week 19	53,375	53,095	45,390
	Week 20	52,023	53,120	48,303
	Week 21	53,177	52,852	48,409
	Week 22	64,314	61,300	55,119
	Total	276,531	272,471	247,467

JUVENILE NON-FICTION: RING FENCE MARKET

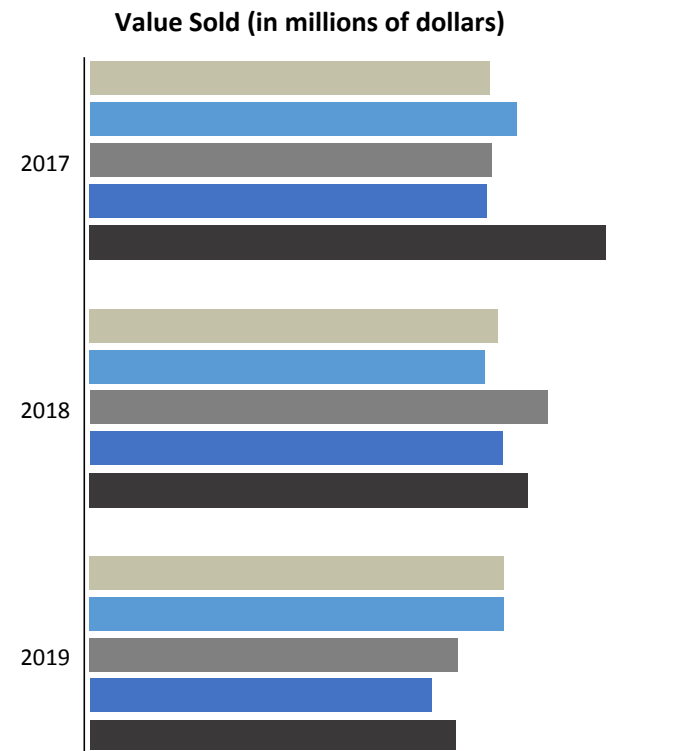
		2017	2018	2019
	Week 18	\$819,500	\$847,659	\$820,915
	Week 19	\$833,755	\$859,496	\$743,652
	Week 20	\$827,844	\$890,230	\$785,777
	Week 21	\$849,482	\$863,090	\$775,907
	Week 22	\$1,096,438	\$997,707	\$892,398
	Total	\$4,427,019	\$4,458,183	\$4,018,650

YOUNG ADULT: ALL MARKET



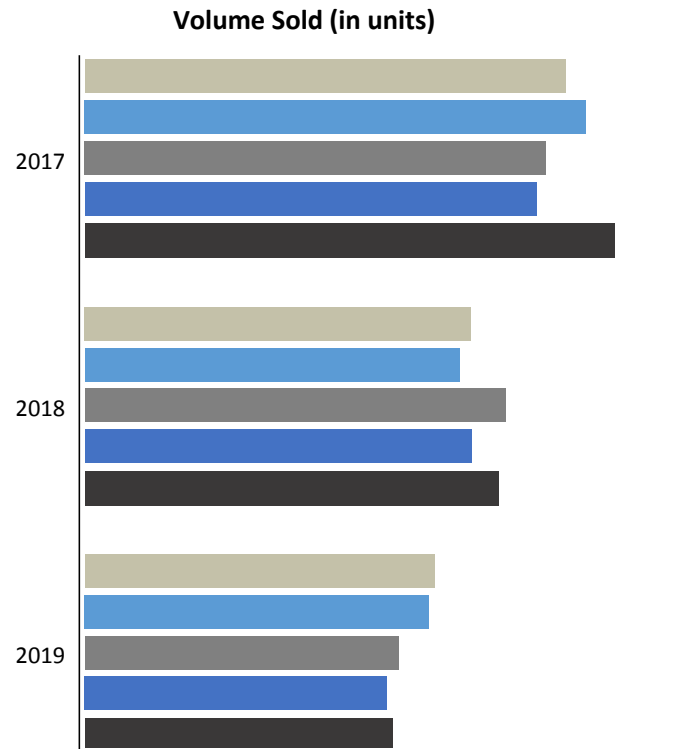
		2017	2018	2019
	Week 18	32,156	30,957	29,088
	Week 19	33,433	29,577	28,645
	Week 20	31,956	33,202	26,171
	Week 21	31,533	31,006	25,311
	Week 22	35,478	33,080	25,864
	Total	164,556	157,822	135,079

YOUNG ADULT: ALL MARKET



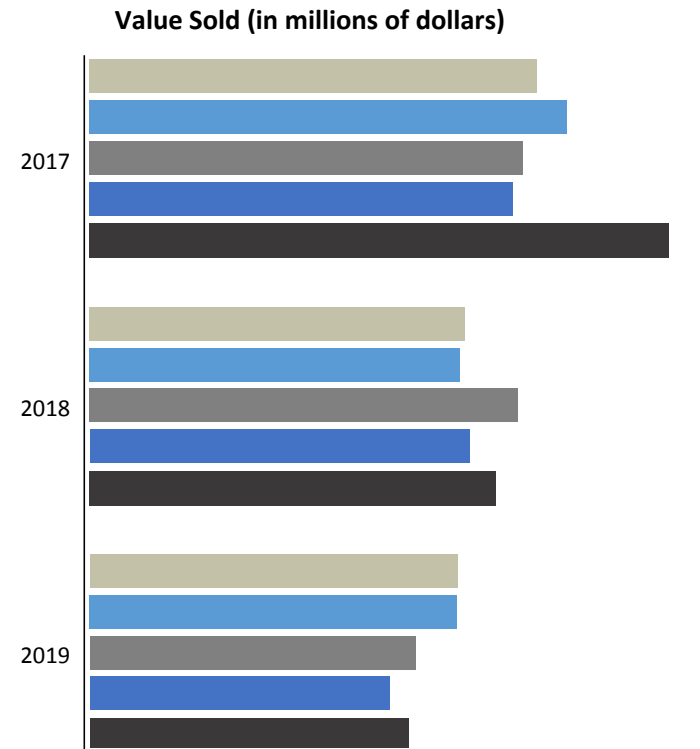
		2017	2018	2019
	Week 18	\$559,437	\$571,087	\$579,451
	Week 19	\$597,199	\$553,140	\$579,283
	Week 20	\$561,734	\$640,477	\$514,931
	Week 21	\$555,882	\$577,196	\$478,118
	Week 22	\$722,385	\$612,871	\$511,692
	Total	\$2,996,636	\$2,954,770	\$2,663,475

YOUNG ADULT: RING FENCE MARKET



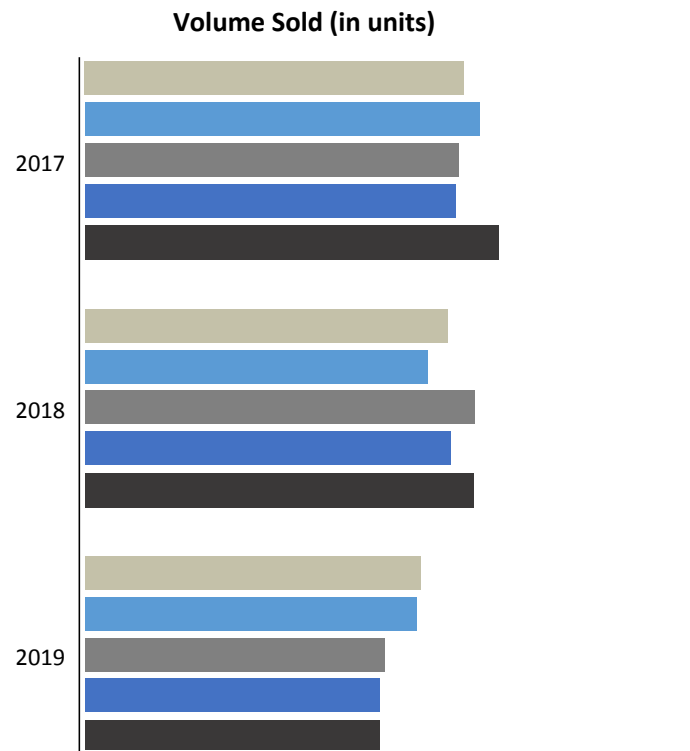
		2017	2018	2019
	Week 18	35,603	28,603	25,877
	Week 19	37,108	27,753	25,499
	Week 20	34,159	31,159	23,249
	Week 21	33,447	28,632	22,379
	Week 22	39,231	30,645	22,760
	Total	179,548	146,792	119,764

YOUNG ADULT: RING FENCE MARKET



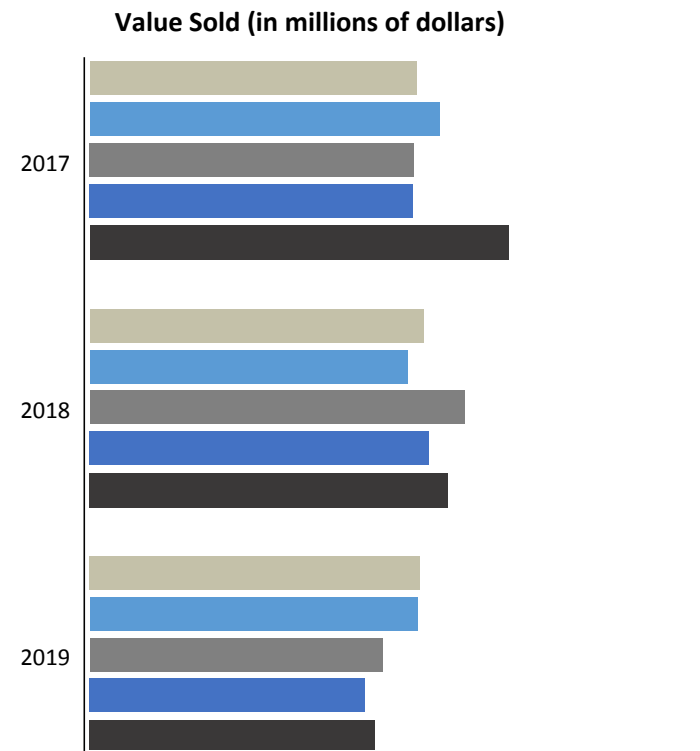
		2017	2018	2019
	Week 18	\$625,889	\$525,174	\$514,043
	Week 19	\$667,551	\$518,131	\$513,641
	Week 20	\$606,275	\$598,844	\$455,846
	Week 21	\$591,886	\$531,616	\$419,250
	Week 22	\$810,053	\$568,151	\$445,665
	Total	\$3,301,653	\$2,741,916	\$2,348,445

YOUNG ADULT FICTION: ALL MARKET



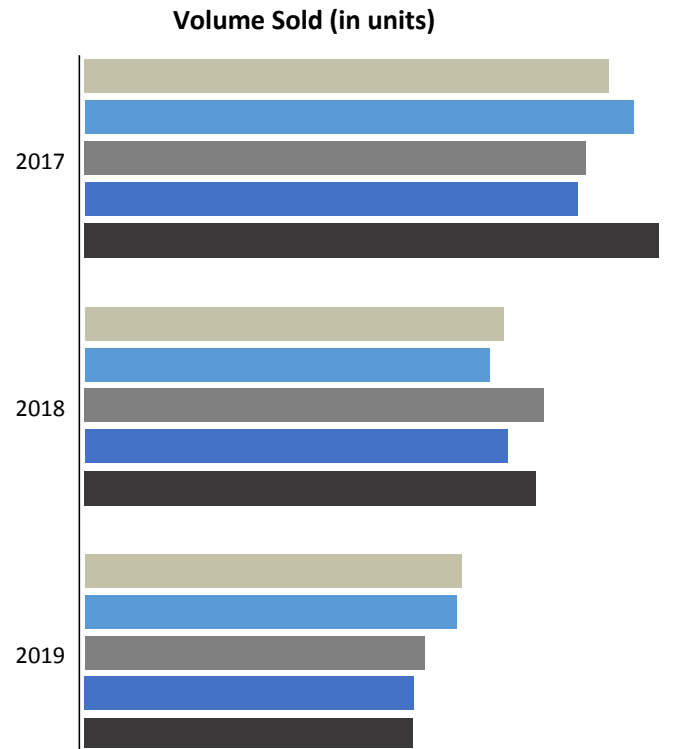
		2017	2018	2019
	Week 18	31,190	29,826	27,606
	Week 19	32,480	28,186	27,284
	Week 20	30,763	32,094	24,671
	Week 21	30,508	30,109	24,273
	Week 22	34,059	31,976	24,275
	Total	159,000	152,191	128,109

YOUNG ADULT FICTION: ALL MARKET



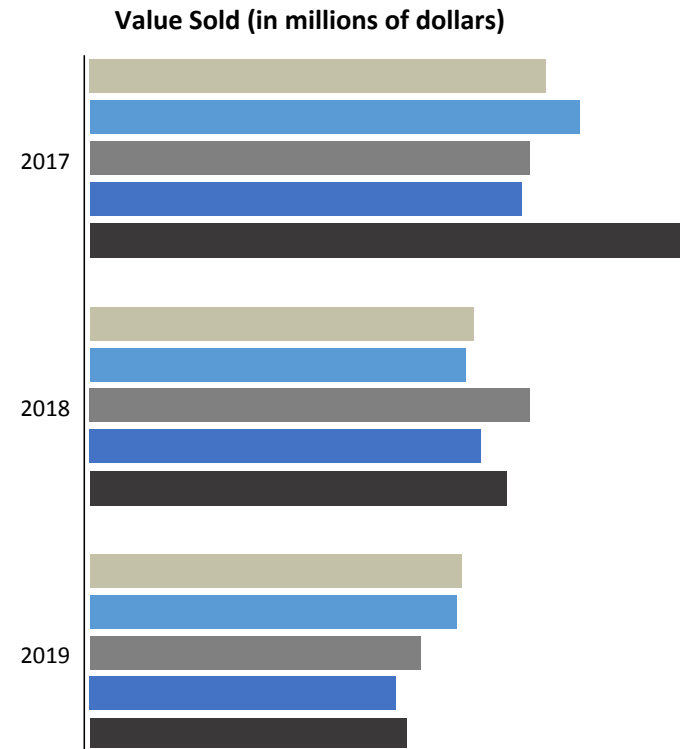
		2017	2018	2019
	Week 18	\$537,555	\$549,098	\$543,686
	Week 19	\$575,205	\$523,047	\$539,048
	Week 20	\$533,768	\$617,135	\$481,637
	Week 21	\$532,101	\$558,142	\$452,834
	Week 22	\$689,318	\$589,478	\$469,235
	Total	\$2,867,947	\$2,836,900	\$2,486,439

YOUNG ADULT FICTION: RING FENCE MARKET



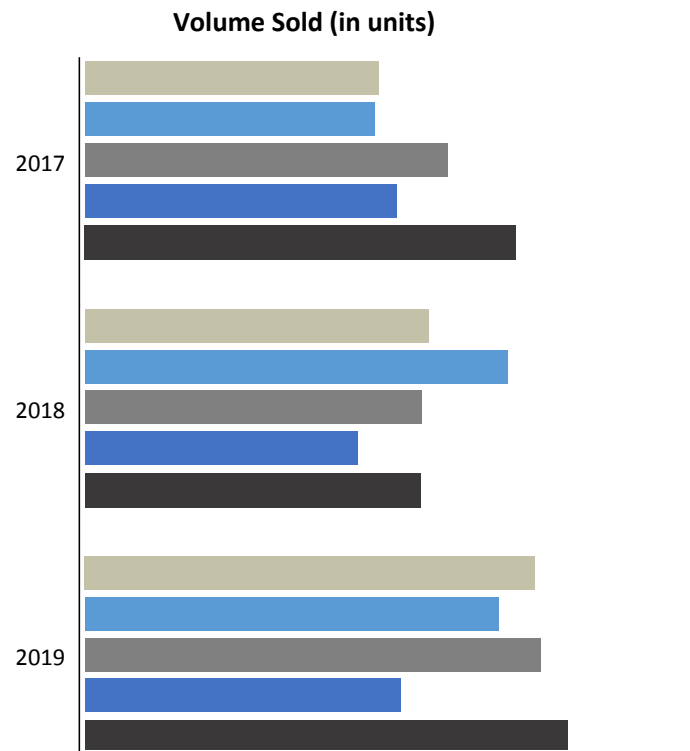
		2017	2018	2019
	Week 18	34,504	27,581	24,800
	Week 19	36,119	26,636	24,444
	Week 20	32,987	30,233	22,344
	Week 21	32,435	27,843	21,675
	Week 22	37,797	29,695	21,600
	Total	173,842	141,988	114,863

YOUNG ADULT FICTION: RING FENCE MARKET



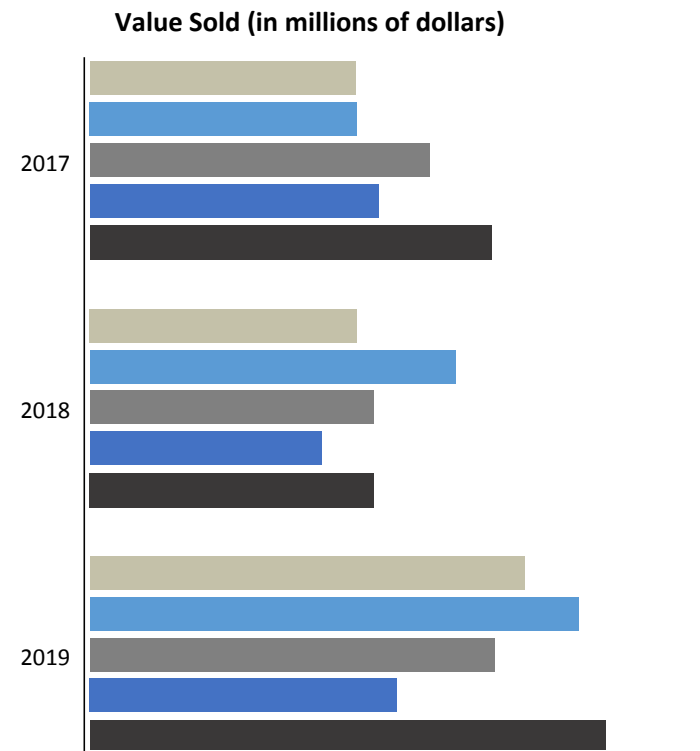
		2017	2018	2019
	Week 18	\$600,557	\$505,479	\$489,230
	Week 19	\$645,106	\$494,315	\$482,660
	Week 20	\$579,126	\$579,540	\$435,403
	Week 21	\$568,497	\$515,080	\$402,973
	Week 22	\$776,745	\$548,290	\$416,688
	Total	\$3,170,030	\$2,642,705	\$2,226,953

YOUNG ADULT NON-FICTION: ALL MARKET



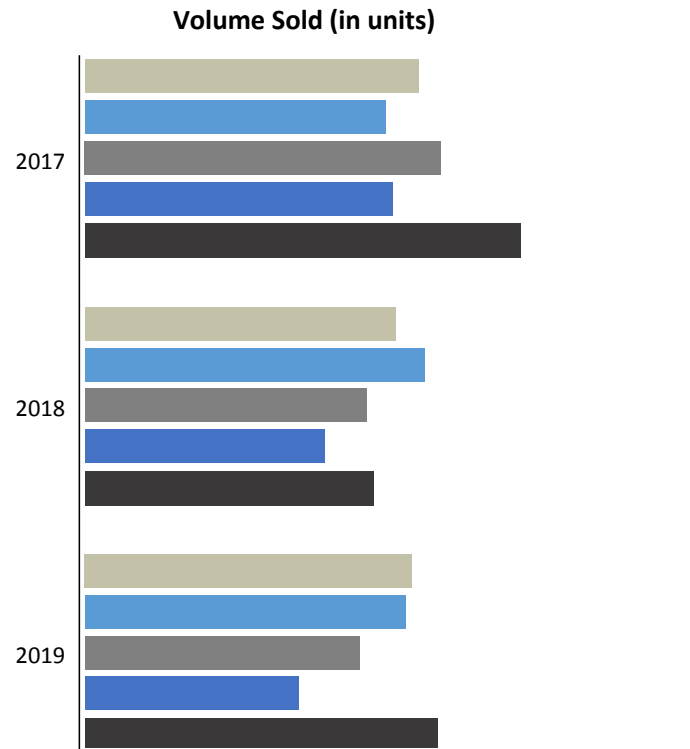
		2017	2018	2019
	Week 18	966	1,131	1,482
	Week 19	953	1,391	1,361
	Week 20	1,193	1,108	1,500
	Week 21	1,025	897	1,038
	Week 22	1,419	1,104	1,589
	Total	5,556	5,631	6,970

YOUNG ADULT NON-FICTION: ALL MARKET



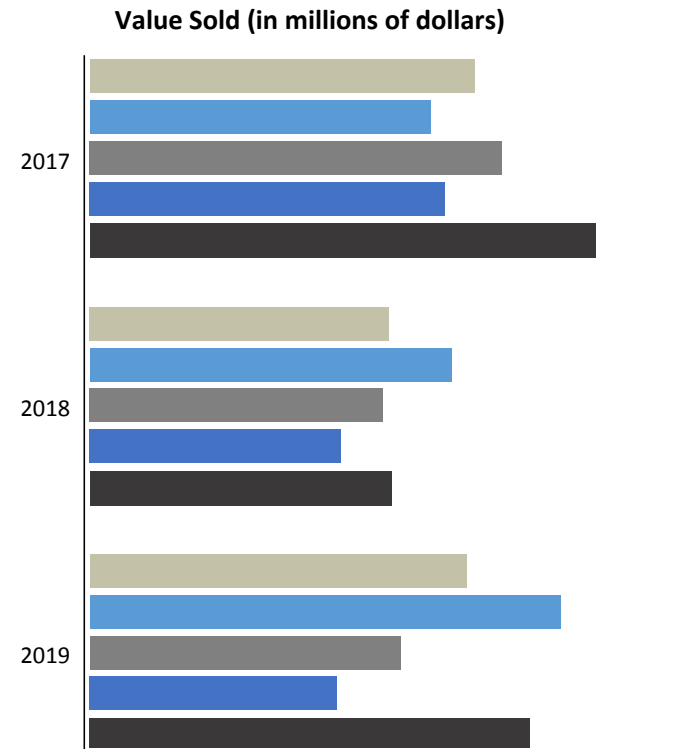
		2017	2018	2019
	Week 18	\$21,882	\$21,988	\$35,765
	Week 19	\$21,994	\$30,093	\$40,235
	Week 20	\$27,966	\$23,341	\$33,294
	Week 21	\$23,781	\$19,054	\$25,284
	Week 22	\$33,066	\$23,393	\$42,457
	Total	\$128,689	\$117,871	\$177,035

YOUNG ADULT NON-FICTION: RING FENCE MARKET



		2017	2018	2019
	Week 18	1,099	1,022	1,077
	Week 19	989	1,117	1,055
	Week 20	1,172	926	905
	Week 21	1,012	789	704
	Week 22	1,434	950	1,160
	Total	5,706	4,804	4,901

YOUNG ADULT NON-FICTION: RING FENCE MARKET

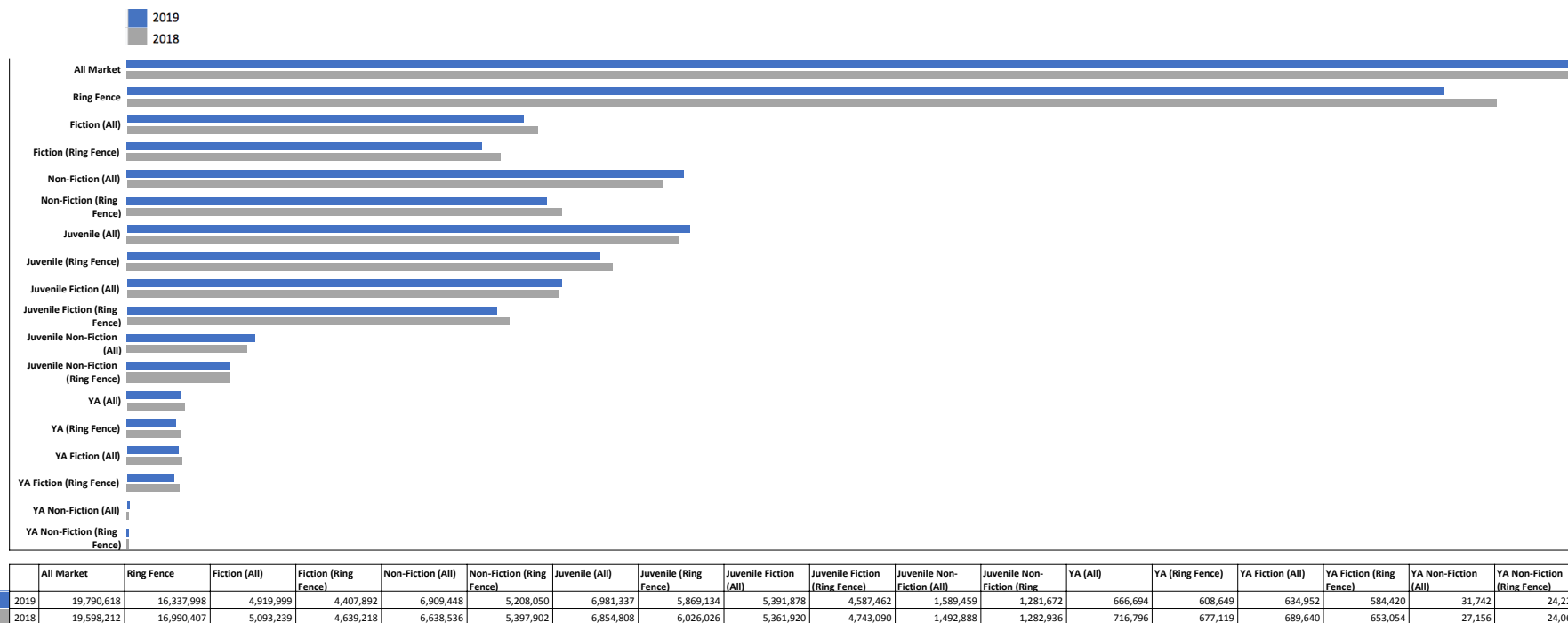


		2017	2018	2019
	Week 18	\$25,332	\$19,695	\$24,813
	Week 19	\$22,445	\$23,815	\$30,981
	Week 20	\$27,149	\$19,305	\$20,443
	Week 21	\$23,389	\$16,535	\$16,277
	Week 22	\$33,308	\$19,861	\$28,978
	Total	\$131,623	\$99,211	\$121,492

YEAR-TO-DATE COMPARISON: VOLUME

		2018	2019
The week-ending dates:	Week 22	2018-06-03	2019-06-02

Volume Sold Year-to-Date



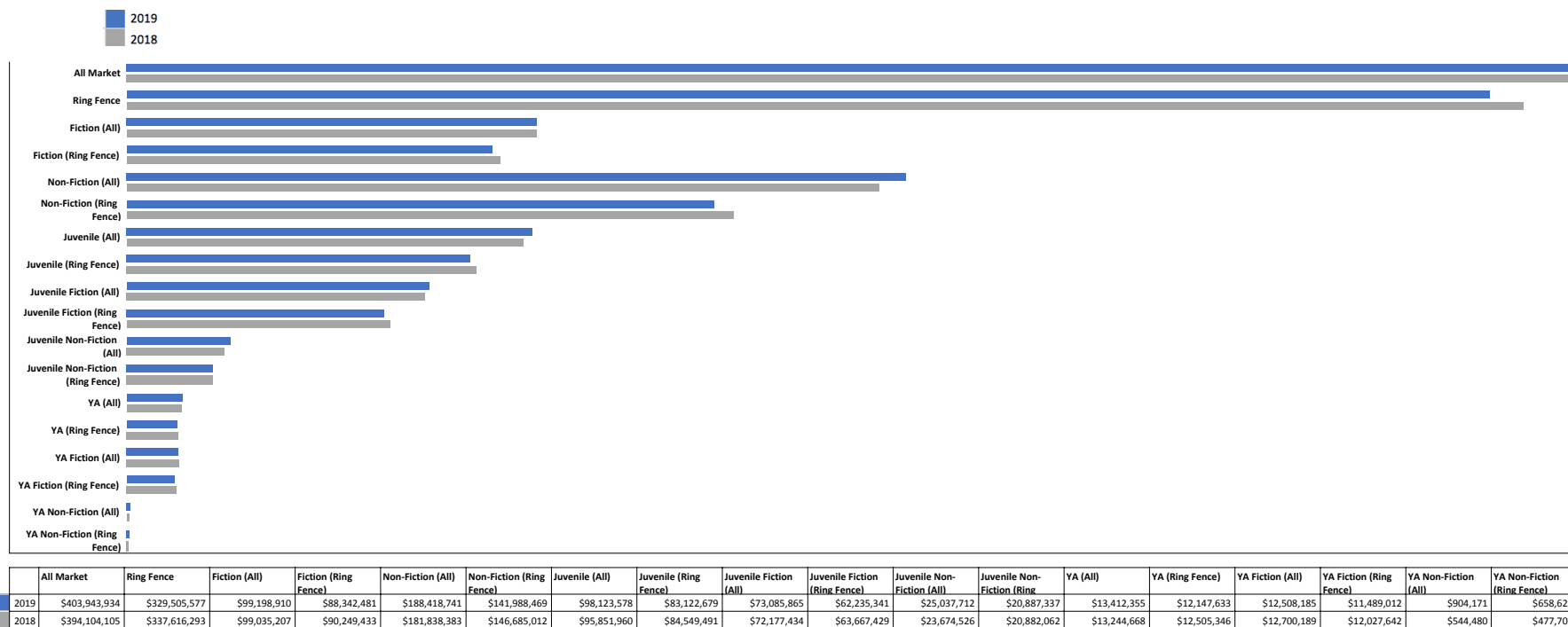
*Please note that the order in the above table has been swapped and YA Non-Fiction numbers are now on the far right.

YEAR-TO-DATE COMPARISON: VALUE

The week-ending dates:

	2018	2019
Week 22	2018-06-03	2019-06-02

Value Sold Year-to-Date (in millions of dollars)



*Please note that the order in the above table has been swapped and YA Non-Fiction numbers are now on the far right.

WEEK NUMBERS: 2019

January: Week beginning Dec. 31 and ending Feb. 3

- Week 1
- Week 2
- Week 3
- Week 4
- Week 5

February: Week beginning Feb. 4 and ending March 3

- Week 6
- Week 7
- Week 8
- Week 9

March: Week beginning March 4 and ending March 31

- Week 10
- Week 11
- Week 12
- Week 13

April: Week beginning April 1 and ending April 28

- Week 14
- Week 15
- Week 16
- Week 17

May: Week beginning April 29 and ending June 2

- Week 18
- Week 19
- Week 20
- Week 21
- Week 22

June: Week beginning June 3 and ending June 30

- Week 23
- Week 24
- Week 25
- Week 26

July: Week beginning July 1 and ending July 28

- Week 27
- Week 28
- Week 29
- Week 30

August: Week beginning July 29 and ending Sep. 1

- Week 31
- Week 32
- Week 33
- Week 34
- Week 35

September: Week beginning Sep. 2 and ending Sep. 29

- Week 36
- Week 37
- Week 38
- Week 39

October: Week beginning Sep. 30 and ending Nov. 3

- Week 40
- Week 41
- Week 42
- Week 43
- Week 44

November: Week beginning Nov. 4 and ending Dec. 1

- Week 45
- Week 46
- Week 47
- Week 48

December: Week beginning Dec. 2 and ending Dec. 29

- Week 49
- Week 50
- Week 51
- Week 52